



www.wtsp.com

WTSP-TV
11450 Gandy Blvd.
St. Petersburg, FL 33702
(727)577-1010

CONTRACT

<u>Contract / Revision</u> 701887 / 1		<u>Alt Order #</u> 06251352
<u>Product</u> AMERICAN CORSSROADS		
<u>Contract Dates</u> 09/18/12 - 09/27/12		<u>Estimate #</u> 691
<u>Advertiser</u> American Crossroads		<u>Original Date / Revision</u> 07/24/12 / 08/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTSP	<u>Account Executive</u> Aaron Ashe	<u>Sales Office</u> Telerep Washin
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Crossroads Media/ POL
Attention: Emily Milhoan
88 Canal Center Plaza Suite 555
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WTSP	09/18/12	09/21/12	5-530a 10 News	5-530a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	- TWTF - -				1	\$400.00			
2	WTSP	09/24/12	09/27/12	5-530a 10 News	5-530a		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWT - - -				2	\$400.00			
3	WTSP	09/18/12	09/21/12	530-6a 10 News	530-6a		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	- TWTF - -				2	\$600.00			
4	WTSP	09/24/12	09/27/12	530-6a 10 News	530-6a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWT - - -				1	\$600.00			
5	WTSP	09/18/12	09/21/12	6-7a 10 News	6-7a		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	- TWTF - -				1	\$700.00			
6	WTSP	09/24/12	09/27/12	6-7a 10 News	6-7a		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWT - - -				2	\$700.00			
7	WTSP	09/18/12	09/21/12	CBS This Morning	7-9a		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	- TWTF - -				2	\$800.00			
8	WTSP	09/24/12	09/27/12	CBS This Morning	7-9a		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWT - - -				1	\$800.00			
9	WTSP	09/18/12	09/21/12	CBS This Morning	7-9a		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	- TWTF - -				1	\$800.00			
10	WTSP	09/24/12	09/27/12	CBS This Morning	7-9a		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWT - - -				2	\$800.00			
E 11	WTSP	09/18/12	09/21/12	10 News, 9am	9-9:30A		:30			NM	3	\$1,200.00

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TERMS: Due 15th day of the Month following Broadcast.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
701887 / 1	06251352

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/18/12 - 09/27/12	AMERICAN CORSSROADS	691

<u>Advertiser</u>	<u>Original Date / Revision</u>
American Crossroads	07/24/12 / 08/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	- TWTF - -				3	\$400.00			
12	WTSP	09/24/12	09/27/12	10 News, 9am	9-9:30A		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWT - - -				2	\$400.00			
13	WTSP	09/18/12	09/21/12	Price Is Right	11a-12p		:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	- TWTF - -				1	\$1,800.00			
14	WTSP	09/24/12	09/27/12	Price Is Right	11a-12p		:30			NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWT - - -				2	\$1,800.00			
15	WTSP	09/18/12	09/21/12	10 News @ Noon	12-1230p		:30			NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	- TWTF - -				2	\$1,800.00			
16	WTSP	09/24/12	09/27/12	10 News @ Noon	12-1230p		:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWT - - -				1	\$1,800.00			
17	WTSP	09/18/12	09/21/12	Young and the Restless	1230-130p		:30			NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	- TWTF - -				1	\$2,200.00			
18	WTSP	09/24/12	09/27/12	Young and the Restless	1230-130p		:30			NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWT - - -				1	\$2,200.00			
19	WTSP	09/18/12	09/21/12	The Talk	2-3p		:30			NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	- TWTF - -				2	\$1,200.00			
20	WTSP	09/24/12	09/27/12	The Talk	2-3p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWT - - -				1	\$1,200.00			
21	WTSP	09/18/12	09/21/12	5-530p 10 News	5-530p		:30			NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	- TWTF - -				2	\$1,100.00			
22	WTSP	09/24/12	09/27/12	5-530p 10 News	5-530p		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWT - - -				1	\$1,100.00			
23	WTSP	09/18/12	09/21/12	10 News at 530p	530-6p		:30			NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	- TWTF - -				2	\$1,100.00			
24	WTSP	09/24/12	09/27/12	10 News at 530p	530-6p		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWT - - -				1	\$1,100.00			
25	WTSP	09/18/12	09/21/12	6-630p 10 News	6-630p		:30			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	- TWTF - -				2	\$2,000.00			
26	WTSP	09/24/12	09/27/12	6-630p 10 News	6-630p		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWT - - -				1	\$2,000.00			
27	WTSP	09/19/12	09/19/12	CBS Evening News	630-7p		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--W----				1	\$2,000.00			
28	WTSP	09/24/12	09/24/12	CBS Evening News	630-7p		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M-----				1	\$2,000.00			
29	WTSP	09/18/12	09/21/12	LN (M-F)	M-F 11-1135p		:30			NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-TWTF--				2	\$4,000.00			
30	WTSP	09/24/12	09/27/12	LN (M-F)	M-F 11-1135p		:30			NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWT---				2	\$4,000.00			
31	WTSP	09/18/12	09/21/12	Late Night with David Letterm	1135p-1237a		:30			NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-TWTF--				1	\$1,400.00			
32	WTSP	09/24/12	09/27/12	Late Night with David Letterm	1135p-1237a		:30			NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWT---				2	\$1,400.00			
33	WTSP	09/22/12	09/22/12	CBS This Morning Saturday	Sat 8-10a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$600.00			
E 34	WTSP	09/22/12	09/22/12	Sat 7-730p 10 News	Sa 7-730p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$800.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WTSP	09/17/12-09/23/12	Sat 7-730p 10 News	Sa 7-730p	-----Sa--	:30		\$800.00	NM		
Credited												
35	WTSP	09/23/12	09/23/12	CBS Sunday Morning	Sun 9-1030a		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$2,000.00			
36	WTSP	09/26/12	09/26/12	CBS Evening News	630-7p		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--W----				1	\$2,000.00			
Totals											52	\$72,100.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/27/12	52	\$72,100.00	\$61,285.00
Totals	52	\$72,100.00	\$61,285.00

Signature: _____ **Date:** _____

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